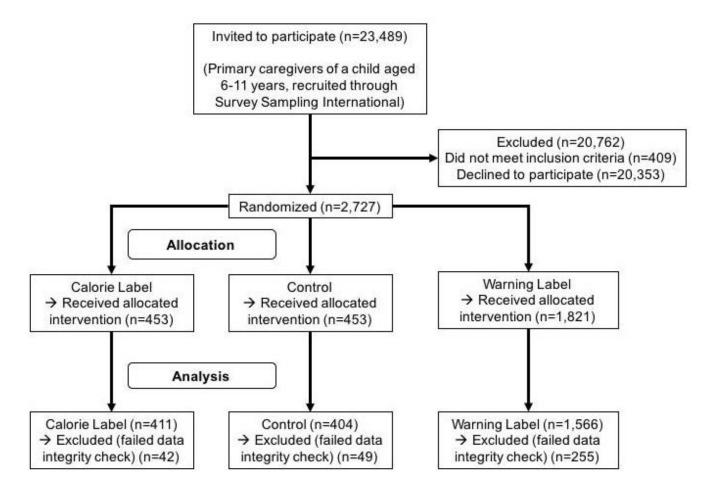
Appendix Figure 1. CONSORT flow diagram.



Appendix Figure 2. Label conditions.

Α	Calorie label
	240 CALORIES PER BOTTLE
В	California label
	Drinking beverages with added sugar(s), diabetes, and tooth decay.
C	Weight gain label
	Orinking beverages with added sugar(s) gain, diabetes, and tooth decay.
D	Preventable label
	Orinking beverages with added sugar(s) table diseases like obesity, diabetes,
E	Type 2 diabetes label
	Orinking beverages with added sugar(s)

Appendix Table 1. Beverages Displayed in the Vending Machine Choice Task and Likert Scale Questions

Beverage sub- category	Vending machine choice task (n=20)	Health beliefs, risk perceptions, purchase intentions, and nutrition knowledge (n=14)
Regular soda	Coca-Cola, Mountain Dew, Canada Dry Ginger Ale, 7Up	Coca-Cola, Mountain Dew, Canada Dry Ginger Ale
Sports drinks	Mountain Berry Blast Powerade	Mountain Berry Blast Powerade
Fruit drinks	Pom Coconut, Purity Organic Peach Paradise, Old Orchard Ruby Red Grapefruit Juice, Tropicana Lemonade, Minute Maid Lemonade	Pom Coconut, Purity Organic Peach Paradise, Minute Maid Lemonade ^a
Iced tea	Nestea, Arizona Green Tea	Nestea, Arizona Green Tea
Unflavored water and seltzer	Dasani Water, Schweppes Seltzer Water, Polar Seltzer Water	Dasani Water
100% fruit juice	Simply Orange, Tropicana Orange Juice	Tropicana Orange Juice
Diet soda	Diet Coca Cola	Diet Coca-Cola
Other low- calorie drinks	Honest Green Tea, Power-C Dragonfruit Vitamin Water	Honest Green Tea, Power-C Dragonfruit Vitamin Water

^aMinute Maid Lemonade was excluded from the analysis for questions about health beliefs, risk perceptions, purchase intentions, and nutrition knowledge.

Appendix Table 2. Sugar-Sweetened Beverage Purchase Intentions, Health Beliefs, Risk Perceptions, and Nutrition Knowledge (n=404)

	Sugar-sweetened beverages			Non-sugar-sweetened beverages				
Variable	Regular soda	Fruit drink	Sports drink	Iced tea	Water or	100% juice	Diet soda	Other low
			_		seltzer	-		kcal drink
Purchase intentions								
Vending machine choice, n (%)	79 (19.6)	92 (22.8)	39 (9.7)	32 (7.9)	53 (13.1)	75 (18.6)	2 (0.5)	32 (7.9)
Purchase intention (1–7)	3.48 (0.09)	3.94 (0.10)	4.29 (0.11)	3.76 (0.09)	6.00 (0.08)	5.63 (0.07)	2.72 (0.10)	3.86 (0.10)
Allow child to drink (1–7)	3.62 (0.09)	4.29 (0.10)	4.45 (0.11)	4.16 (0.09)	6.18 (0.07)	5.86 (0.07)	2.81 (0.10)	4.08 (0.10)
Health beliefs								
Healthy (1–7)	2.80 (0.08)	4.86 (0.08)	4.20 (0.10)	4.07 (0.08)	6.41 (0.06)	5.78 (0.06)	2.55 (0.10)	4.45 (0.09)
Make child feel energized (1–7)	4.37 (0.08)	4.70 (0.07)	4.99 (0.09)	4.36 (0.08)	5.45 (0.09)	5.41 (0.07)	3.60 (0.10)	4.70 (0.08)
Help child focus (1–7)	3.11 (0.08)	4.55 (0.08)	4.11 (0.09)	3.83 (0.08)	5.59 (0.08)	5.14 (0.08)	2.79 (0.10)	4.35 (0.08)
Healthy life (1–7)	2.96 (0.08)	4.78 (0.08)	4.12 (0.09)	4.02 (0.08)	6.08 (0.08)	5.41 (0.08)	2.82 (0.10)	4.46 (0.08)
Risk perceptions								
Weight gain (1–7)	5.07 (0.06)	3.47 (0.08)	5.57 (0.15)	4.02 (0.08)	2.41 (0.11)	3.68 (0.09)	4.38 (0.10)	3.40 (0.08)
Heart disease (1–7)	4.66 (0.07)	3.24 (0.08)	3.79 (0.09)	3.75 (0.08)	2.36 (0.11)	3.17 (0.09)	4.40 (0.10)	3.18 (0.09)
Diabetes (1–7)	4.90 (0.06)	3.28 (0.08)	3.83 (0.09)	3.86 (0.08)	2.36 (0.11)	3.40 (0.09)	4.39 (0.10)	3.19 (0.08)
Nutrition knowledge	```	· · ·	· · · ·	, ,	` ′	```	• •	,
Amount of added sugar (1–4)	3.32 (0.03)	2.23 (0.04)	2.60 (0.04)	2.79 (0.03)	1.26 (0.04)	2.38 (0.04)	2.46 (0.06)	2.28 (0.04)
Calories (kcal)	211 (9.7)	130 (8.0)	153 (9.9)	156 (8.2)	24 (7)	139 (6.6)	128 (10.0)	117 (8.3)

Note: Values are means (SEs) unless otherwise indicated. Raw means are displayed. Student's t-tests were used to compare responses for soda to responses for each other beverage sub-category for each question. Analyses of estimated calories were conducted on log-transformed estimates. In the vending machine choice task, regular soda included: Coca-Cola, Mountain Dew, Canada Dry Ginger Ale, and 7 Up; sports drinks included: Mountain Berry Blast Powerade; fruit drinks included: Pom Coconut, Tropicana Lemonade, Purity Organic: Peach Paradise, Minute Maid Lemonade, and Old Orchard Ruby Red Grapefruit Juice; iced tea included: Nestea and Arizona Green Tea. For all other questions, regular soda included: Coca-Cola, Mountain Dew, and Canada Dry Ginger Ale; sports drinks included: Mountain Berry Blast Powerade; fruit drinks included: Pom Coconut and Purity Organic: Peach Paradise; and iced tea included: Nestea and Arizona Green Tea. Values displayed here differ from previously published values due to a small coding error that did not impact results. Boldface indicates means within each row are statistically significantly different from soda at p < 0.001.